



# United Kingdom Market Profile

This summary provides the most up-to-date data available on United Kingdom as it relates to their people and economy, travel related motivations and planning behavior and U.K. visitor profile specific to Arizona.

## GENERAL COUNTRY PROFILE

### POPULATION:

64 million

### INFLATION RATE:

0.1%

### EXCHANGE RATES (GBP PER USD):

0.65

### GROSS DOMESTIC PRODUCT (GDP):

\$2.6 trillion (2.2% annual growth rate)

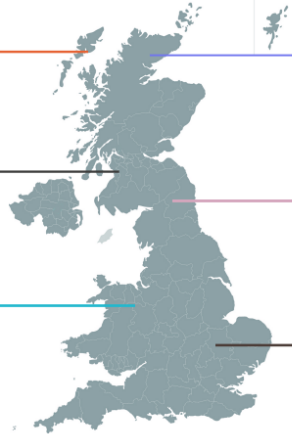
### EXPORTS:

\$442 billion

### UNEMPLOYMENT RATE:

5.4%

Source:  
The World Fact Book, reporting 2015 data



## TRAVEL MOTIVATION AND PLANNING



### Top Travel Motivators

**46%** Cultural Historical Attractions

**46%** Local Lifestyle

**45%** Beaches/Seaside Attractions



### Source used in Destination selection for last leisure trip

**61%** Websites via computer or laptop

**33%** Recommendation from family & friends

**26%** Information in printed travel guidebooks

**24%** Websites/ applications via tablet



### Advance Decision Time

**18%** Less than a month

**14%** 1 to 2 months

**27%** 3 to 5 months

**29%** 6 to 12 months

**9%** More than 1 year



### Lodging Reservation made before leaving home

**80%** Yes

**38%** Internet Booking Service\*

**32%** The Lodging Establishment Directly

**23%** Travel Agency/Tour Operator/Travel Club

**9%** Other

**20%** No

\* assume "Internet Booking Service" is an Online Travel Agency (OTA).



### How Air Reservations were Booked

**41%** Directly with Airline

**33%** Travel Agency/Tour Operator/Travel Club

**22%** Internet Booking Service\*

**5%** Corporate Travel Department

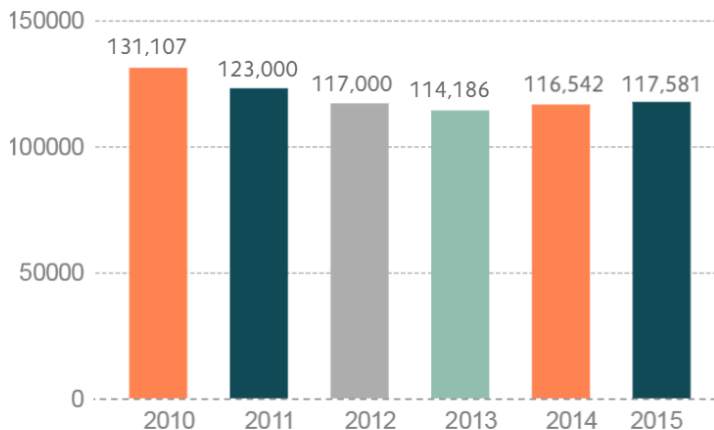
\* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source:  
Brand USA, reporting 2014 data  
U.S. Dept. of Commerce - NTTO, reporting 2014-15 aggregate data

# U.K. VISITATION TO ARIZONA



## Visitation Volume to Arizona



## Visitor Characteristics

**45.9 years**

Average Age

**\$105,071**

Average Household Income

**1.8 persons**

Average Party Size



## Length of Stay

**3.0**

Nights in Destination

**16.0**

Nights in U.S.



## Port of Entry

**28%** Las Vegas, NV

**20%** Los Angeles, CA

**16%** All Other Airports/Cities (may include Phoenix)

**6.8%** San Francisco, CA

**4.7%** NY, NY



## Main Purpose of Trip

**93%** Leisure

**75%** Vacation Holiday

**16%** Visit Friends/Relatives

**1%** Other

**10%** Business

**6.0%** General Business

**2.3%** Convention/Conference/Trade Show



## Transportation in U.S.

**58%** Rented Auto

**34%** Auto, private or company

**39%** Air travel between U.S. cities

**24%** Taxicab/Limousine

**21%** City subway/Tram/Bus



## Accommodations\*

**77%** Hotel/Motel

**17%** Private Home

**10%** Other



## Visa Credit Card Travel Spending

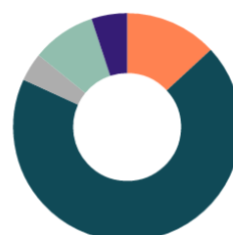
UK's Visa Card Spending ranked #4 in 2015 with 4.5% of total International Travel Spending in Arizona.

### By Quarter



Q1: 20%  
Q2: 26%  
Q3: 29%  
Q4: 24%

### By Arizona Region



Northern: 13%  
Phoenix & Central: 68%  
West Coast: 4%  
Tucson & Southern: 9%  
North Central: 5%

\* since this is collected through a survey, there is no indication if this is paid or non-paid.

Source:

Tourism Economics, reporting 2010-2015 data

VisaVUE Travel, reporting 2015 data

U.S. Dept. of Commerce - NTTO, reporting 2014-15 aggregate data